

Study Cafe

**A youth space: where
concentration meets comfort**

Lara and Daniel Sultana





Background of the project

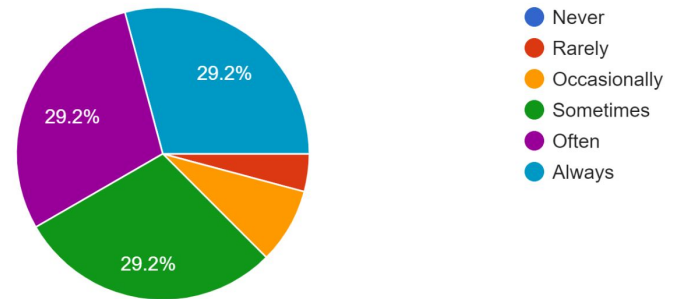
Gozitan youth can sometimes find it difficult to find a space that satisfies their needs.

We conducted a survey for quantitative data, whereby 24 responded and gave us their opinion. A whopping 87.6% would regularly or sometimes attend our cafe.



Knowing all the information, how often would you use our study cafe?

24 responses





Structure

Cafe

Where customers can feel nourished.

Stationary

When customers need those emergency supplies and printing.

Workshops

Where companies can promote their branding and teach life skills.

Youth Space

Where students can de-stress.

Technology space

Where we're adapting to the modernized world: computer stations, high-speed internet, and charging stations.



L



Why we are unique



L



1

Students are not forced to buy from the cafe



2

Complimentary computers that students can use for research.



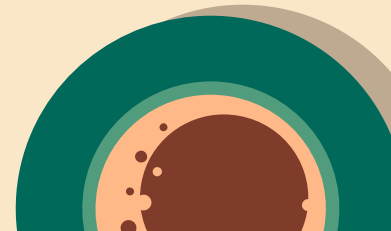
3

Inclusive, dietary-friendly, eco-friendly and youth-friendly



4

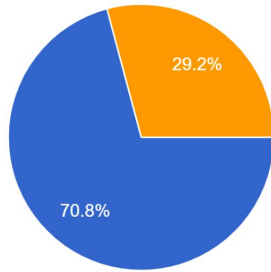
A formal and informal learning space



Membership card

Would you buy a membership knowing the offers?

24 responses



- Yes
- No
- Maybe

- 10% off on all stationary
- Free access to the youth space
- Coffee punch card
- Food and drink offers
- Discounts on organisations the cafe is partnered with

Profit attainment

Cafe

Coffee, drinks, smoothies, and light nibbles, to satisfy youth's never ending hunger

Membership

Membership card that grants you an assortment of benefits.

Stationary

No need to worry about running out of ink or that emergency printing! It's right at your feet.

Youth Space

Students can wind down after a much needed study break.

Workshops and events

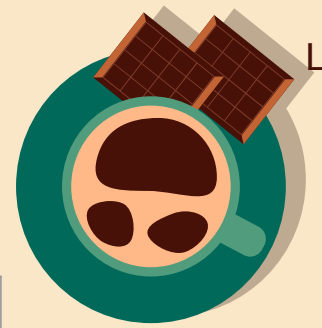
A place where organisations can rent a space to hold their lectures or meetings, host guest speakers, and foster theme nights such as open mic, quiz nights and karaoke nights. 62.5% said they would attend our events, and 66.7% they would attend life skills and guest lectures.

Sponsorship

Companies can pay for advertisements that are placed throughout the room.



Costs



<i>Initial Set Up Costs</i>	<i>Fixed</i>	<i>Variable</i>
Equipment and furniture	Rent	Utility bills
Professional fees (e.g. architect)	Insurance	Wages
Renovation costs + Permits		Supplies
Estimate of €300,000 budget		Promotion

Social media campaigns
Partnerships with student organisations
Promotional events, e.g. Fresher's Week

Sources of funding

01

Crowdfunding

02

Bank Loans

03

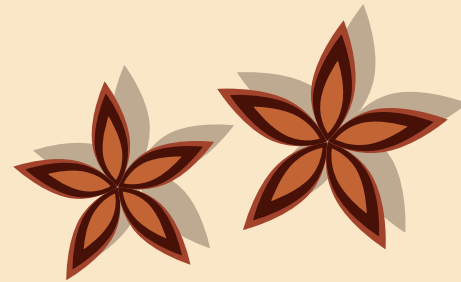
Investors

04

Personal Savings

05

Family and friends



Risk Management

“Not everyone would want to purchase a product”

Profit is not only relied on the cafe and stationary, but on the workshop rooms, the membership card and advertisements. Out of our data, 58.3% said they would purchase a product every time they attended the cafe.

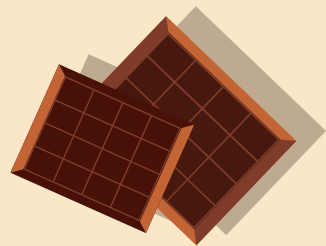
“How will you distinguish group and individual study areas?”

There will be rooms dedicated to group work, whilst the main area will be for individuals study sessions, avoiding disturbances for those who need to focus.

“How are you different from other youth spaces?”

We are not just a cafe, but a social space, hosting events and making it as youth friendly as possible, with longer opening hours during exam season, free access to computers, and so on.





Thank you!

